



# Trade News

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## Recent Seminar Highlighted Basics of Exporting to China

On July 29 The Charlotte USEAC in conjunction with the U.S. Chamber of Commerce, Fed-Ex, and the Manufacturing Business Alliance of the Charlotte Chamber hosted a seminar on exporting to China. Highlights include an Intellectual Property Rights presentation by the U.S. Patent and Trade Office. It was suggested in the Patent and Trade Office presentation to file for intellectual property protection as soon as possible, for example before even finalizing market entry planning. A representative of the U.S. Commercial Service in China discussed the opening of the New China Business Centers to U.S. exporters. In addition, two local exporters talked about their own experiences and suggested that exporters to China have comprehensive contacts, sound payment policies, and reputable business partners before selling into China. For more information on doing business in China, please visit [www.buyusa.gov/china/en](http://www.buyusa.gov/china/en).

## A United Kingdom Market Opportunity Briefing can be accessed at this URL

<http://www.buyusa.gov/northcarolina/uktourism.html>

This tourism marketing briefing is in five streaming video segments totaling 34 minutes. The videoconference is presented by Commercial Officers, Stewart Gough and Alex Amdur, in the US Commercial Office, US Embassy, London. United Kingdom visitors to the U.S. increased 19 percent over April of 2003. This growth maintains the U.K. as the top overseas market for the United States. The first segment is an OVERVIEW of the importance of the UK market. Then Stewart explains WHY the British travel to the USA and their major interests while visiting. Alex comments on a market entry STRATEGY. Stewart then provides more details about USA niche markets and the UK travel BOOKING cycle. Alex concludes with comments on VISA travel requirements and the use of UK partners.

## NAFTA - Ten Years Later

January 1, 2004 marked an important milestone for the United States: the tenth anniversary of the launching of NAFTA. NAFTA is the world's largest free trade area, with members' total GDP exceeding US \$11 trillion. With the availability of ten-year statistics, this anniversary presents an opportunity to consider how trade, investment and employment have benefited from NAFTA. USDOC's Trade Development Office recently compiled a series of factual reports highlighting how provisions of NAFTA have affected U.S. trade, investment, and employment, and include success stories from U.S. firms across the country. U.S. export growth between 1993 and 2003 to NAFTA partners outpaced export growth to the rest of the world, and total trade among the three countries has more than doubled. The reports also demonstrate how market access through free trade agreements has directly and indirectly benefited U.S. firms and workers, and show how NAFTA helps U.S. firms remain globally competitive through increased sales and exports. Twelve sector reports and an overall review report are now available on the Trade Development website. Sector reports include information on 1) agricultural equipment, 2) chemicals, 3) environmental technologies, 4) information communication technologies, 5) medical equipment, 6) motor vehicles and parts, 7) paper and pulp, 8) pharmaceuticals, 9) processed foods and beverages, 10) scientific equipment, 11) services, and 12) textiles and apparel. To access the 12 reports, click here: <http://www.ita.doc.gov/td/industry/otea/nafta/nafta-index.html>

## Outstanding Opportunities for Infrastructure Development in Vancouver

The city of Vancouver is undergoing a massive upgrade in its infrastructure facilities. As a result, outstanding opportunities exist for U.S. architecture, construction and engineering firms. The U.S. Commercial Service Office in Vancouver has prepared some excellent International Marketing Insight reports to bring these opportunities to the attention of U.S. firms. Reports available include: 1) Port Expansion Plan, 2) Vancouver Convention and Exhibition Center, 3) Vancouver Convention Center Expansion, 4) Vancouver Port Projects, 5) Vancouver Winter Olympics, 6) Vancouver Translink, 7) Winning 2010 Olympic Bids. To request copies of any or all of these reports, send an email to: [Office.Charlotte@mail.doc.gov](mailto:Office.Charlotte@mail.doc.gov).

## Are you Aware of All of Your Export Financing Options?

Export finance is a very broad category of international trade, your options range from due diligence on your buyers, pre-shipment financing, wire transfer, letters of credit, export credit insurance, to factoring your export receivables. John Schmonsees in the Greensboro U.S. Export Assistance Center authored the North Carolina International Trade Finance Guide, a comprehensive guide to export finance resources. The 2004 version of the International Finance Guide provides exporters key contacts at the North Carolina based banks, factoring and forfaiting houses, foreign credit insurance underwriters and brokers, credit report companies, and public sector export finance organizations such as Small Business Administration, Export-Import Bank of the United States, and the development banks. For a copy of the guide visit [www.buyusa.gov/northcarolina](http://www.buyusa.gov/northcarolina), or call us at 704-333-4886.



**New Investment in Mexico Opens Sales Opportunities for U.S. Manufacturers** - According to official statistics, the number of export manufacturing companies in Mexico has increased slightly over the last few months. The National Institute for Statistics, Geography, and Information (INEGI) counted 2,805 export-manufacturing companies in Mexico last January. This is the fourth month in a row in which positive growth measures have been reported. During this same period some 30 new companies have entered Mexico. The recovery in the export-manufacturing sector has been concentrated mainly in the northern Mexican states of Baja California, Chihuahua, and Sonora. Many companies are expanding or establishing their presence in Mexico in the wake of renewed demand from the United States. The establishment of new facilities in Mexico brings opportunities for U.S. firms to sell their products and services. For details of the opportunities being offered by these expansions, email [Office.Charlotte@mail.doc.gov](mailto:Office.Charlotte@mail.doc.gov) and ask for a copy of complete list of copy of the "New Opportunities in Mexico."

**Maquiladora Industry Recovering** - Increased investment in the manufacturing sector in Mexico, and increased demand in the United States is leading the maquiladora industry into recovery. Productivity has been increasing and employment has grown substantially. With renewed manufacturing output in the United States, maquiladoras in Mexico, companies that are dedicated to manufacturing products for export are increasing investment, employment and production. During the first trimester of 2004 the maquiladora industry imported about 2.5 billion dollars in fixed assets. This amount is 25% higher than all received during 2003, and the confidence is such that during the first weeks of May the investment in the maquiladora sector surpassed 5 billion dollars. According to Daniel Romero, President of the CNIME - Mexico's Maquiladora Export Industry Council some optimistic industry experts consider that by the end of 2004 the maquiladora industry will have witnessed the investment of 12 billion dollars. And if investment is increasing, so is employment. Thus, from January to May 2004, 55 thousand jobs were created and CNIME foresees that by the end of this year, 100,000 other positions will be opened. Mr. Romero stated that there is a shortage of labor in the border areas due to 2003's recession in the maquiladora industry that forced workers to move elsewhere in search of employment. The renewed demand for labor can be explained by the expansion of existing maquiladoras and not a new wave of companies establishing in Mexico. The impressive statistics in the month of May are a consequence of 65 companies investing in new assembly projects in the automotive, electronic, and medical sector primarily. The CNIME believes that is a clear sign that the maquiladora sector is on its way to a solid recovery. Still, the industry's numbers are far from the levels witnessed in the height of the maquiladora boom. Production in 2003 was several percentage points lower than the high point achieved in December 2000. Although new investments are relatively low, there is an incredible confidence in the companies that decided to remain in Mexico and are now prepared to expand. Still, Daniel Romero recognizes that Mexico needs more investment in the areas of technology, as well as a more qualified labor force. For additional information on how the U.S. Commercial Service can assist your company to sell in Mexico to the maquiladora industry, contact your local USEAC.

**Canadian Customs Procedures Reflect Heightened Security Awareness** - U.S. companies exporting to Canada and their Canadian importers should become familiar with a number of new initiatives by Canada Customs and Revenue Agency in its 2000 Customs Action Plan to smooth the processing of goods entering Canada in an environment of heightened security. The new measures depend heavily on automated and electronic processing of the required documentation. The most important new programs are Customs Self Assessment (CSA), Free and Secure Trade (FAST), the Administrative Monetary Penalties System (AMPS) and Advance Commercial Information (ACI). To request a copy of this report, email [Office.Charlotte@mail.doc.gov](mailto:Office.Charlotte@mail.doc.gov).

**Revision of Export and Re-Export Restrictions on Cuba** - Effective June 30, 2004 new limits were placed on gift parcels and personal baggage and licensing policy was revised regarding vessels going to Cuba. The rule narrows the list of eligible commodities that can be included in gift parcels to Cuba under License Exception GFT (§ 740.12 of the EAR). For a copy of the restrictions, email us at [Office.Charlotte@mail.doc.gov](mailto:Office.Charlotte@mail.doc.gov) or contact: Brian Nilsson, Foreign Policy Division, Office of Nonproliferation and Treaty Compliance Bureau of Industry and Security, U.S. Department of Commerce, P.O. Box 273, Washington, DC 20044; Telephone: (202) 482-5485, email: [bnilsson@bis.doc.gov](mailto:bnilsson@bis.doc.gov).

**Israel: U.S. Commercial Service's Market of the Month** - Learn about opportunities in Israel, best prospects, the Access Eastern Mediterranean (AEM) program, and more! Israel has emerged as one of the world's premier centers for high-tech design and research and development, with particular strength in computer software, telecommunications and biotechnology -- offering many opportunities for U.S. businesses. For more information, go to: [http://www.export.gov/comm\\_svc/press\\_room/marketofthemonth/Israel/israel.html](http://www.export.gov/comm_svc/press_room/marketofthemonth/Israel/israel.html).

**Recent Industry Reports** - The following is a list of recent industry reports prepared by Commercial Service staff at U.S. embassies and consulates worldwide. For a copy of the entire report(s), email [Office.Charlotte@mail.doc.gov](mailto:Office.Charlotte@mail.doc.gov) or go to: <http://www.export.gov/> and click on "Market Research" in left-hand column.

- **Argentina:** Certificate of Origin - Imports (Update)
- **Australia:** Market Overview of Clinical/Diagnostic Sector
- **Austria:** Market for Dental Equipment and Products
- **Brazil:** Brazilian Customs will Adopt Pre-Clearance System
- **Bulgaria:** Sources of Financing for U.S. Exporters/Investors
- **Canada:** How to Win Business at Vancouver 2010 Olympics
- **Chile:** Mall for Sports Fans Launched
- **Denmark:** Healthcare and Laboratory Equipment
- **Dominican Republic:** Refrigeration Equipment
- **Egypt:** Reduces Fees for Imported Cosmetics
- **Germany:** Standards and Certifications - Helping U.S. Exporters in Germany
- **India:** Machine Tools and Metalworking Equipment
- **Indonesia:** Medical Equipment and Supplies
- **Indonesia:** Obligation to Register Medical Devices and Household Health Supplies

## Trade Calendar for North Carolina August - September 2004

- August 17:** **Export/Import Compliance Workshop, Greensboro Airport Marriott**  
The Bureau of Industry & Security and The U.S. Customs Service encourage all exporters and importers to understand compliance issues. This workshop will offer information that will ensure awareness of these issues. Participants will be taken through the export/import process that includes term of sale (Incoterms), documentation, the EAR 99, Destination Control Statement, and the Carnet. Opportunities for the recovery of import duties (Duty Drawback) will also be presented. This program will instruct the participant in the proper preparation of the commercial invoice, legal and transport documents that you'll need to conclude any international transaction successfully. For more information please contact John Schmonsees, Director, Greensboro USEAC at 336-333-5345.
- August 12:** **Are You Aware of What the North Carolina Ports Have to Offer? Marriott Executive Park, Charlotte**  
Activity at North Carolina ports in Morehead City and Wilmington, and two inland terminals support more than 48,000 jobs statewide, and create \$29 million in state and local tax revenue. The North Carolina World Trade Association will host Thomas Eager, CEO of the North Carolina State Ports Authority, who will be speaking about the NC Ports and what they can do for your business or organization. Mr. Eager was appointed CEO in March of 2004, after 24 years with Sea-Land that included postings in Taiwan and Canada.
- August 20:** **A Videoconference with Canada, Wilkes Community College, Wilkesboro**  
Canada is our largest trading partner. Canada is North Carolina's largest export market. Attend a live Canada Market Briefing on Friday, August 20 at 10 AM in Thompson Hall, Rm 210, Wilkes Community College, Wilkesboro. The presentation will be broadcast from the Toronto office of the US Department of Commerce, Commercial Service office. The North Carolina Trade representative in Toronto will be on the video conference call to discuss NC State support for exporters. Seating is limited and registration is necessary. Contact George Thomas or Dan Holt at the US Export Assistance Center at 704-333-4886.
- August 25:** **Opportunities and Challenges To Doing Business in China, CPCC West Campus, Charlotte**  
This live videoconference is your chance to receive industry specific information from the U.S. Commercial Service's Commercial Specialists in Beijing. Topics will include licensing and selling to the Chinese market, trade opportunities for specific sectors, and intellectual property rights. For more information please contact Juanita Harthun, Charlotte U.S. Export Assistance Center at 704-333-4886.
- August 31:** **Impact of Homeland Security on Exporters and Importers, CPCC West Campus, Charlotte**  
Are you struggling to comply with U.S. Government import or export regulations? Central Piedmont Community College is hosting a seminar to provide companies information and guidance for complying with government regulations on international trade many of which were created under heightened security needs post 9/11/01. Presenters from logistics companies, shippers, and major local importers and exporters will talk about their compliance programs. For more information please contact Mona Rabon, Director, Leadership and Management, CPCC Corporate & Continuing Education, tel: 704.330.4654.
- September 8:** **Women's Business Enterprises: Outreach Tour, Charlotte U.S. Export Assistance Center, Charlotte**  
The U.S. Commercial Service's Global Diversity Initiative is embarking on outreach campaign to increase awareness among women's business enterprises of the benefits of trade, trade opportunities, and various trade assistance programs. Targeted at women-owned businesses, this roundtable will provide an opportunity for the participant to learn about the resources available to enhance their export performance and to help them enter foreign markets and succeed in the global economy. For more information please contact Shannon Christenbury, Charlotte U.S. Export Assistance Center, tel: 704-333-4886.

### Check Out These Valuable Resources:

- ✓ **Industry Specific Newsletters Available** - The following newsletters published by U.S. Commercial Service Industry Specific Teams are now available. All of these newsletters focus on export issues/opportunities in specific sectors for U.S. companies. Please click on the link below for a specific newsletter.
- Aerospace: <http://www.buyusa.gov/eme/ame.html>
  - Automotive: <http://www.buyusa.gov/auto.html>
  - Environmental: <http://www.buyusa.gov/eme/enviro.html>
  - Information Communication Technology: <http://www.buyusa.gov/eme/ict.html>
  - Medical: <http://www.buyusa.gov/eme/medical.html>
  - Safety and Security: <http://www.buyusa.gov/eme/ss.html>
  - Travel and Tourism: <http://www.buyusa.gov/eme/ta.html>